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IN THE  
UNITED STATES  
PATENT AND TRADEMARK  
OFFICE

Application Number	09/514,946
Filing Date	February 28, 2000
First Named Inventor	Richard FERNANDES
Group Art Unit	3622
Examiner Name	J. D. Carlson
Attorney Docket Number	2470-105

*Title of the Invention: COMPUTER-IMPLEMENTED APPARATUS AND METHOD FOR  
GENERATING A TAILORED PROMOTION*

**PRELIMINARY AMENDMENT**

**RECEIVED**

NOV 15 2002

**GROUP 3600**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In response to the final Office action mailed August 9, 2002, please amend the subject patent application as follows.

**In the Claims:**

Please cancel claims 11-15 without prejudice or disclaimer.

--1. (Twice Amended) A computer-implemented electronic commerce apparatus for generating a tailored promotion of goods and/or services offered by a subscriber to said apparatus based on personal consumer preferences for presentation by said subscriber to a consumer over a distributed communication network, comprising:

a connection to said distributed communication network;

a database of goods and/or service promotion data pertaining to goods and/or services offered by subscribers to said apparatus; and

a consumer information storage, said consumer information storage including a consumer identifier storage for storing consumer identifier information identifying individual consumers, and including for each stored consumer identifier activity information pertaining to network sites accessed by said individual consumers and associated with individual consumers;